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(54) Title: NON-SQUAMOUS EPITHELIUM-SPECIFIC TRANSCRIPTION

(57) Abstract: The invention relates to the field of cancer therapy and diagnosis, in particular of carcinomas. The invention provides an isolated and/or recombinant nucleic acid comprising a tissue specific promoter or functional fragment thereof allowing for expression of a nucleic acid of interest operably linked to said promoter or functional fragment thereof in a cancer cell wherein said expression in said cancer cell is essentially carcinoma selective.